

ORDER



KMGH

Orders	Order / Rev:	187040	
	Alt Order #:		
	Product Desc:	Obama for America	
	Estimate:	2051 Sked A	
	Flight Dates:	10/16/12 - 10/22/12	
	Original Date / Rev:	10/15/12 / 10/15/12	
	Order Type:	GENERAL	
		Primary AE:	David Lombardo
		Sales Office:	EWSDC
		Sales Region:	NAT
Agency	Name:	GMMB Inc.	
	Buying Contact:	Kristen Keuleman	
	Billing Contact:		
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	President/Obama (D)	
	Demographic:	A25-54	
	Product Codes:	PL1-President	
	Priority:	PREEMPTIBLE	
	Revenue Codes:	POL, POL, CAND	
		New Business Thru:	
		Order Separation:	00:15:00
		Advertiser External ID:	MAJ
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	24	\$19,250.00	\$16,362.50	October 2012	24	\$19,250.00	\$16,362.50	0.00	
					Totals	24	\$19,250.00	\$16,362.50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	18%	\$19,250.00
Market	100%	\$106,944.44

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	22%	\$23,527.78
KDEN+	0%	\$0.00
KDVR+	12%	\$12,833.33
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVD	2%	\$2,138.89
KUSA	46%	\$49,194.44
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 187040
Alt Order #: _____
Flight Dates: 10/16/12 - 10/22/12

Advertiser: President/Obama (D)
Product Desc: Obama for America
Estimate: 2051 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/16/12	10/19/12	6-7A News M-F/KMGH	CA	6A-7A	- TWTF--	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3				\$625.00		0.00			
N 2	KMGH	10/22/12	10/22/12	6-7A News M-F/KMGH	CA	6A-7A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$625.00		0.00			
N 3	KMGH	10/16/12	10/19/12	GMA M-F 7-9A / KMGH	CA	7A-9A	- TWTF--	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3				\$625.00		0.00			
N 4	KMGH	10/22/12	10/22/12	GMA M-F 7-9A / KMGH	CA	7A-9A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$625.00		0.00			
N 5	KMGH	10/20/12	10/20/12	ABC GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$375.00	P1	0.00	NM	1	\$375.00
				GMA SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$375.00		0.00			
N 6	KMGH	10/20/12	10/20/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$675.00		0.00			
N 7	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NECA	CA	9A-10A	-----S	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				9A-10A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$600.00		0.00			
N 8	KMGH	10/16/12	10/19/12	The CHEW	CA	1157A-1P	- TWTF--	:30	3	\$600.00	P1	0.00	NM	3	\$1,800.00
				The CHEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3				\$600.00		0.00			
N 9	KMGH	10/16/12	10/19/12	M-F 2-230pm	CA	2-230pm	- TWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				M-F 2-230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$300.00		0.00			
N 10	KMGH	10/16/12	10/19/12	M-F 230-3pm	CA	230-3p	- TWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				M-F 230-3pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$300.00		0.00			
N 11	KMGH	10/16/12	10/19/12	DR. OZ - 4PM	CA	4P-5P	- TWTF--	:30	3	\$900.00	P1	0.00	NM	3	\$2,700.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3				\$900.00		0.00			
N 12	KMGH	10/22/12	10/22/12	DR. OZ - 4PM	CA	4P-5P	M-----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$900.00		0.00			
N 13	KMGH	10/16/12	10/19/12	10P NEWS - M-F/SU	CA	10P-1037P	- TWTF--	:30	1	\$1,000.00	PREE	0.00	NM	1	\$1,000.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$1,000.00		0.00			
N 14	KMGH	10/19/12	10/19/12	ABC Fri B	CA	8P-9P	-----F--	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
				ABC Fri B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1				\$5,000.00		0.00			

Totals

24

\$19,250.00